

**MINUTES
LIBRARY BOARD OF TRUSTEES**

June 19, 2012
5:00 P.M.
Central Library
7111 Talbert Avenue
Huntington Beach, CA 92648

ROLL CALL:

MEMBERS PRESENT: Croteau, Cox, Lewis, Miles, Moore and Vogel

MEMBERS ABSENT: Daugherty

STAFF PRESENT: Beverage, Miltko

COUNCIL LIAISONS PRESENT: None

PRESENTATIONS/COMMENDATIONS:

Ms. Beverage announced that Abraham Gonzalez was selected to receive the Melville Dewey Employee Recognition Award for the month of May. He was recognized for all his hard work installing new shelves in the bookcases in the Children's Area, and for taking the initiative in setting up the Tabby Theater when no other space was available so participants could paint tiles.

MINUTES: May 15, 2012

CHAIR CROTEAU ENTERTAINED A MOTION TO ACCEPT THE MINUTES AS SUBMITTED: SO MOVED BY MR. LEWIS, AND SO SECONDED BY MR. MOORE. AS NONE WERE OPPOSED, THE MINUTES OF MAY 15, 2012 WERE ACCEPTED AS SUBMITTED.

ORAL COMMUNICATIONS/PUBLIC COMMENTS:

None.

ADMINISTRATIVE ITEMS:

Ms. Miltko asked Chair Croteau to sign the May meeting minutes.

DISCUSSION ITEMS:

F-1. Library Strategic Reality Check.

Ms. Beverage reported on the progress of the information gathering, which includes a focus group at Oak View with Literacy tutors, meeting with the President of the Huntington Beach Chamber of Commerce, and the online survey link on the library website. She added that the information being gathered indicates that members of the community are not aware of what the library offers, and that residents want more restaurants.

Mr. Moore suggested that Ms. Beverage share with The Wave newspaper what the library has to offer. She replied that once the budget is complete, she will redirect her focus.

Chair Croteau asked if there were any further questions or comments and, there being none, she moved to the next item.

F-2. Library Awareness - “Geek the Library”.

Ms. Beverage distributed a mock-up advertisement Kathy Blassingame created to begin the discussion about the Geek the Library campaign to raise community awareness and explained the minimum advertising expenses as well as the items provided by OCLC to assist in the launch.

Chair Croteau asked if there were any further questions or comments and, there being none, she moved to the next item.

F-3. City Budget.

Ms. Beverage reported that Library Services submitted recommendations for the Fiscal Year 2012/2013 proposed Budget reduction of \$100K, to be implemented should Measure M pass in November. She explained the entire Measure M issue once more. Ms. Beverage also explained that the most recently revised State Budget now includes some funding for libraries and literacy. She reported that, due to a shortfall in the current City Budget, the library will not be receiving 34 replacement computers as she had stated at a previous meeting.

Chair Croteau asked if there were any further questions or comments and, there being none, she moved to the next item.

F-4. Huntington Beach Playhouse/Room Rental Leases.

Ms. Beverage reported that the addition of Mariners Church to the Sunday room rental lineup increases City revenue by \$100,000, but that the new client will impact the Playhouse schedule. She added that the Playhouse is being flexible about their schedule.

Chair Croteau asked if there were any further questions or comments and, there being none, she moved to the next item.

INFORMATION ITEMS:

Ms. Miltko distributed flyers and announcements.

Ms. Beverage announced that the Balloon Classes to raise money for the Aquarium are doing very well, having already raised \$85. She also noted that Oak View has received over \$4,000 for the Math and Reading programs and the Homework Club.

COMMITTEE REPORTS:

Ms. Beverage reported that the Genealogical Society was dark in June.

CALTAC: Nothing to report.

LIBRARY BOARD COMMENTS:

Mr. Moore reported that ALA is coming to Anaheim on June 22. Ms. Beverage offered Exhibit passes to the Board members. She also listed many of the vendors she planned to meet with to discuss the various needs of the library, including the 3M Cloud for ebooks.

STAFF COMMENTS:

None.

ADJOURNMENT:

Chair Croteau entertained a motion to adjourn the meeting. Mr. Miles moved to adjourn the meeting and Ms. Vogel seconded the motion. There being no more business, the meeting was adjourned.

Respectfully submitted by,

Betty Croteau
Chair